



Martins & District Chamber of Commerce

Board of Directors Meeting Minutes

Date: April 14, 2026

Time: 6:34 PM

Location: Zoom

1. Call to Order

The meeting was called to order at 6:34 PM.

2. Attendance

Present:

- Elaine Shannon
- Bev Dallon
- Kathleen Holland

3. Approval of Agenda

Motion to approve the agenda carried by Bev Dallon and seconded by Kathleen Holland.

4. Community Proposals & Presentations

4.1 Tourism Master Plan Collaboration

The Board reviewed correspondence from Kalynn McCavour regarding a municipality-specific tourism planning opportunity connected to the regional Tourism Master Plan.

Discussion included:

- Potential involvement by Fundy–St. Martins
- Partnership opportunities with the Fundy Partnership and Village of Fundy–St. Martins Tourism Committee
- Adding the initiative to the Chamber’s Q4 2026 / Q1 2027 planning priorities

4.2 McKenna Institute Student Placement

Elaine Shannon advised the Board that she met with Sophie Dallon from the McKenna Institute regarding a proposed student placement opportunity within the Village.

Discussion included:

- Potential office space requirements
- Community mentorship opportunities
- Elaine Shannon serving as mentor for the student placement, similar to the previous summer program

4.3 Cruise Ship Traffic & Tourism Coordination Meeting

Elaine Shannon and Kathleen Holland reported on an April 7 meeting held with:

- Mayor Jim Bedford
- Deputy Mayor John Cairns
- CAO Andrew Fry
- Marianne Langille
- Jean Hatfield

Discussion focused on:

- Cruise ship traffic management
- Tour bus coordination within the village
- Tourism and visitor experience planning

The Board reviewed correspondence from Mayor Bedford thanking the Chamber representatives for their involvement and collaboration efforts.

5. Chamber Member Proposals & Presentations

5.1 Fundy Regional Arts Outreach Program

The Board reviewed additional information from Rosella McCann regarding the Fundy Regional Arts Outreach Program and the previously approved letter of support.

Discussion highlighted:

- Free arts workshops for children and seniors in St. Martins
- Community accessibility and inclusion benefits
- Support for local artists and arts programming
- Long-term cultural development opportunities within the community

The Board acknowledged the positive community impact of the initiative.

6. Reports

6.1 Membership Update

The Board reviewed current membership renewals and outstanding memberships.

Discussion included:

- Direct member outreach prior to April 30 renewal deadline
- Removal of non-renewed memberships from the website following the deadline
- Summer membership outreach planning

Action Items:

- Jess White to complete final renewal reminders and website updates
 - Elaine Shannon to continue outreach efforts during the summer months
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6.2 Chamber Bursary Update

The Board confirmed that bursary information had been distributed throughout the Village and to local schools.

Discussion included:

- Application quantities
- Funding amounts
- July 8 application deadline

6.3 Financial Updates & Payments

The Board reviewed and approved the following payments and expenses:

- Post Office Box Rental for 2025: \$220.80
- Post Office Box Rental for 2026: \$220.80
- Chamber Insurance: \$619.00
- ABCDE event funding allocation from the Village, less event expenses

7. Old Business

7.1 Chamber Promotional Materials

The Board revisited discussion regarding generic Chamber promotional materials, including:

- QR code stickers
- Business card handouts for Board networking purposes

Action Item:

- Jess White to continue development of the promotional materials.

7.2 Board Insurance Update

Elaine Shannon confirmed that the Board Insurance application had been completed, approved, and is in effect through March 2027.

7.3 Fundy Connects Summit Partnership

The Board reviewed the Chamber's participation in the Fundy Connects Summit partnership initiative.

Discussion included:

- \$1,000 in Chamber support through sponsorship and ticket purchases
- Distribution of discounted and complimentary tickets to members

- Remaining availability of discount codes
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7.4 AGM Follow-Up

The Board discussed follow-up items and feedback related to the recent Annual General Meeting.

7.5 April 19 ABCDE Event

Elaine Shannon provided an update regarding the upcoming April 19 ABCDE event.

Discussion included:

- Current registration numbers with 35 confirmed attendees
 - Community outreach efforts
 - Assistance requested from Councillor Cairns and Councillor Raithby to support attendance and engagement
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8. New Business

8.1 Municipal Candidate Meet & Greet

The Board discussed plans for the upcoming Municipal Candidate Meet & Greet events scheduled for April 29 and April 30, 2026.

Discussion included:

- Event coordination
 - Community engagement
 - Candidate participation and promotion
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8.2 Dark Sky Initiative Funding

The Board reviewed updates related to the Fundy–St. Martins Dark Sky Initiative.

Discussion included:

- Total Chamber expenses to date of \$2,592.50 related to Dark Sky activities and consulting
- Ongoing funding coordination
- Upcoming planning meeting scheduled for April 15 involving Kathleen Holland, Elaine Shannon, Stephane Picard, and Jordan

The Board also reviewed correspondence expressing continued enthusiasm and collaboration support for the Dark Sky Corridor initiative.

8.3 Presentation to New Council

The Board discussed plans to provide an updated presentation to the newly elected Council on July 21, 2026.

Discussion included:

- Updates since the February Council presentation
 - Potential request for creation or support of a Fundy–St. Martins Tourism Committee
 - Continued collaboration opportunities between the Chamber and Council
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9. Next Meetings

9.1 Board of Directors Meeting

Next Board meeting scheduled for May 12, 2026.

9.2 General Membership & Speaker Series Event

The next Chamber Speaker Series / General Membership gathering is scheduled for June 25, 2026 at 6:00 PM in partnership with Tapestry Gathering.

10. Adjournment

The meeting adjourned at 7:41 PM.